




## Kristina Sorrelli



sorrellik@gmail.com  
(816) 591-5102

Website: 

<https://kcsorrelli.github.io/>



### WHERE I'D LIKE TO SPEND MY DAYS

I'd like to spend my days with people who are passionate, curious, fun, generous, innovators who are ready to do the best work of their careers.

### PROFICIENCIES

Courage  
Emotional Intelligence  
Strategic Planning  
Negotiating  
Analytical/Critical Thinking  
Ability To Adjust To Shifting Priorities  
Cross-Functional Team Leader  
Detail Oriented  
Highly Organized  
Microsoft Office Suite Proficient  
Process Implementation  
Think Independently  
Maintain Professional Demeanor  
Issue & Conflict Resolution  
Vendor Relations

### TECHNICAL

Python | Pandas | Matplotlib | HTML | CSS |  
| Canva | Genial.ly | CRM - Salesforce

### CERTIFICATIONS

Yext Certified  
Flipboard Power User

### PROFESSIONAL PROFILE

A skilled business minded leader with a curiosity and passion for problem solving, advocating for best practices, a desire for creating efficiencies and more streamlined processes. Comfortable navigating in a changing business landscape while mentoring and leading teams by coaching people to perform at their best. Able to maintain and understand the big picture view with the ability to easily transition to working in the weeds when needed. Exceptional communication skills, making critical decisions during challenges, transformational leader with an ability to work independently, embrace change, and develop opportunities that further establish organizational goals.

### EDUCATION - WHAT I'VE LEARNED

KU EDWARDS CAMPUS | Data Analytics - December 2018  
WILLIAM WOOD UNIVERSITY | BA. Commercial Art | Minor: Business

### EXPERIENCE - WHERE I'VE BEEN

GlynnDevins - Group Director, Client Service | Kansas City, MO  
06/2019 - 2/2020

- Contributed to the design/outline for 2020 company reorganization
- Introduced business plan focusing on untapped market with the potential to increase overall company revenue by 50%, minimal investment involved
- Ability to adapt rapidly in a fast-moving environment with shifting priorities and the ability to react quickly, dynamically, and intelligently
- Ensure clients receive outstanding service to not only maintain but to extend relationships for future business opportunities
- Launched new marketing tools to strengthen our competitive edge and provide customer with a wider range of product offerings and prices
- Built brand awareness and generated leads while managing internal and external marketing campaigns and programs
- Devised leading-edge digital marketing, social media and SEO strategies
- Optimize the performance of landing pages, special promotions, content and product placement by working with the marketing operations team
- Spot digital trends, understand new technologies and social media behavior and align these with business objectives to create new and innovative marketing opportunities and solutions

BVK Direct - VP Operations/Client Service | Kansas City, MO  
06/2008 - 04/2017

As VP of Operations/Client Service employee for BVK Direct, I lead my division through a successful culture change, product implementation, renewed client service commitment, organizational redevelopment, and strategic communication projects that lead to 50% marked growth of customer confidence, 20% increase in up-sell and cross-sell revenue, reinforced messaging, organizational effectiveness and 100% culture shift.

- Turned around nonperforming operation and effected successful culture change throughout division by focusing all personnel on better client service and product implementation; leading to marked growth of customer confidence and up-sell opportunities
- Supervised a team of 20 (office/satellite) with revenues over 20+ million, while maintaining my own advertising client portfolio (including Fortune 500 Organizations, Healthcare GPO's (Group Purchasing Organizations)/Supply Chains, and retail) with revenues of \$1.6 million
- Provided thought leadership and best practices, both internally and externally, around business transformation by identifying key issues and working collaboratively to solve and ensure sustainable solutions.
- Motivate employees based on strengths/abilities while maintaining strong working relationships with all staff and upper management
  - Coordinate the daily operational tasks of team members to ensure efficiency is maintained in end to end workflow
  - Created a cross functional environment which adopted a proactive approach to continual learning and knowledge transfer throughout the team



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### INTERESTS

Painting - acrylic, watercolor, egg tempera  
Front End Web Design  
Gardening  
Photo-booth Design  
Reading - anything & everything  
Continued Education  
Art History  
Hockey

EXPERIENCE-WHERE I'VE BEEN continued -

#### VP Operations/Client Service *continued*

- Strong emotional intelligence – actively listens to understand, independent of agreement or motivation, courageously solicits and gives feedback
- Lead all vendor proposal solicitation for product development bids
- Served as escalation point for issues impacting both clients and product implementation to reduce risk
- Documented future state business processes and assisted in the development of policies and procedures
  - Evaluated business processes to determine if improvements, developing and/or implementing new strategies may be warranted to improve efficiencies and/or to make greater profits
  - Procured approval of a dedicated server for all employee documentation internal and satellite offices. Mitigating the risk of lost/destroyed while providing the ability to seamlessly share files, decreasing email system storage drain
- Strategic lead in developing and guiding design of internal and external media kit.
  - Garnering attention from potential customers who wouldn't otherwise hear about our business as well as provide our sales team with thorough information giving customers confidence of our experience and capabilities to take care of them; in a beautiful leave-behind.
- Fostered and facilitated ongoing training while mentoring individual growth to help support teams.
  - Strong vendor relationships allowed for opportunities for ongoing training of all staff to emerging trends and updates to products and offerings.
  - Ongoing system training
  - Ongoing weekly meetings to keep communication open, share ideas, discuss issues, and discuss the week ahead/workflow.
- Assisted sales staff: new client launches, strategic campaign development, new product integration, client on-boarding, software training, RFP development

#### BVK Direct - Team Lead | Kansas City, MO 07/2007 - 06/2008

- Participated in the selection and testing process of the new company software system upgrade.
- Active lead as key strategic force in bringing on and implementing new company-wide software conversion
  - Traveled abroad for an initial week long training and development workshop.
  - Worked for 6 months in Beta testing environment creating industry specific reports, user friendly dashboard, intricate billing to accommodate medical system billing needs.
  - Contributed to the creation of a client facing portal to streamline the approval process by allowing client to make edits to all documents, artwork, information in one place as well as final approvals. Eliminating the need for endless emails.
  - Lead company roll-out of software upgrade, facilitated ongoing training as well as refresher training as needed.
  - Customized overall workflow of order processing software
- Assisted in on-boarding new accounts and assigning to team member's
- Organized and executed nationwide co-op program for 3 of the largest lawn mower companies.

#### BVK Direct - Account Supervisor/Account Manager | Kansas City, MO 07/2000 - 07/2007

- Organized and executed nationwide co-op program comprised of 7,000+ client files.
- Increased average client expenditure by 15%, leveraging cross and up-sell opportunities.
- Lead ongoing multi-channel sales campaigns to identify new prospects and encourage repeat client business.

*"No thief, however skillful, can rob one of knowledge, and that is why knowledge is the best and safest treasure to acquire."*

L. Frank Baum